



# UX Essentials Practical Exercises

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Digital Marketing Institute  
Duncairn House  
14 Carysfort Ave  
Blackrock  
Co Dublin  
Ireland

Tel: +353 (1) 5311 200  
[info@digitalmarketinginstitute.com](mailto:info@digitalmarketinginstitute.com)

# Exercise 1

## Learning item: The benefits of UX for business

You have been contacted by hotel listing website – whose product team have requested assistance. The support function is under pressure and need to cut down on the negative feedback coming from review sites such as Trustpilot.

It's your task to create a plan which investigates the problem areas for the website and sorts them into key themes. You have been asked to provide the team with a prioritized list of the most important issues that need to be addressed.

Start by reading the first 50 negative reviews from review sites, analyze and sort them into themes. Rate them in terms of severity - a higher severity is where multiple users are affected by the same problem.

Pick a booking website you regularly use to complete this exercise (e.g. AirBnb, booking.com, Hertz.com etc).

e.g. ABC Hotels.com website themes priority list		
Theme	Description	Severity
Communication	Confirmation Emails complaint(s)	High
Lack of Support	Call center open 9am to 5pm	Medium
Etc	Etc	etc
Etc	Etc	etc
Etc	Etc	etc

# Exercise 2

## Learning item: The importance of removing assumptions

Your marketing team have been monitoring a significant downturn in traffic on your website. Discussing this with the web team, they suspect it may be due to the recent advert banners which they think is causing web pages to load slower on the site.

Your team know that the advert banners used were lightweight and were thoroughly browser tested. What are the steps and tools you would use to investigate the cause of the traffic loss?

Consider how research methods are useful in identifying the real issues, rather than focusing on assumptions. What methods are available that can be used to prove or disprove an assumption?

Use the following table to list the methods:

Refer back to the double diamond process and list the key methods you could use to identify the user behavior	
Method	Benefit
Surveys	Allows our team to ask our users reasons why they're leaving.

# Exercise 3

Learning item: Communicating good user-centered design to stakeholders.

Your team has been asked by your manager to add an additional security measure for your banking app. This feature involves adding fingerprint recognition as an option for authentication while logging in.

Before you get started however you need to ensure that your older user demographic [65+] will be able to use it.

You have access to a small focus group which is made up of members of the older demographic and have been tasked with writing research questions in order to understand their expectations, behavior, usage and requirements.

What questions would you start with to establish these? Write them in the box below (you may decide to group into behavior, expectations, usage and requirements).

User interview questions for target demographic
How often do you use the app?
If you could change anything about this app, what would it be?
...

# Exercise 4

## Learning item: The results of poor web design

Your company's monthly report shows disappointing conversion stats rate for the website. You have been asked to monitor the performance closely and target the areas for A/B testing with alternate options.

In this task you will need to need to consider possible elements of your website's pages that can be optimized. In the table below write down the element you're considering and provide a hypothesis of what is wrong and also suggest what can be changed to fix it.

When performing UX research, it's important to validate your assumptions with data. For example, if you think that users don't scroll past the hero image, then you could make a hypothesis that the image is too large and doesn't encourage the user to scroll past. So adding a scroll arrow indicator and decreasing the size of the image would fix this. You can then run an A/B test to measure whether this fixes the problem.

Problem Areas and A/B Tests	
Problem Elements	Solutions to Test
We think that the top hero image is too large and users don't know to scroll down the page	Decrease the image size and add a scroll indicator icon to encourage users to scroll
We think that the top CTA's don't have a strong enough contrast and I don't think users know it's a button.	Make a clearer button by using the primary color in the branding and make sure it's bigger than 45px tall and wide.

We think that the video is taking too long to load so users don't stay to watch it	Make the video play 'on-click' rather than load it straight away. Also add text to describe what the video includes.
Etc	Etc
Etc	Etc
Etc	Etc